

# Rethinking Our Future Moving Past December 31, 2010

Nebraska Data Conference: August 16, 2011

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The way we do business is changing as the face of our population changes



Source: http://yoga.iloveindia.com/pics/anti-aging.jpg



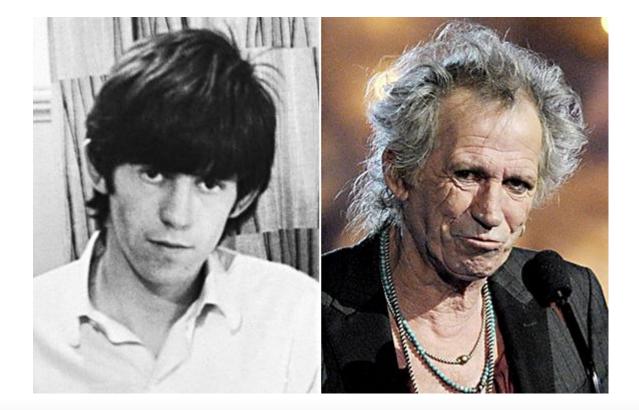
### Redefining Old Age... Young-Old (Neugarten)



Source: Exposay.com

### A Lesson to be Learned...





Source: http://www.nydailynews.com/gossip/galleries/stars\_who\_age\_badly/stars\_ who\_age\_badly.html



- Still employed
- Considering retirement moving to a warmer climate
- May be supporting children and grandchildren
- Able to get around the house, neighborhood and community
- Still driving

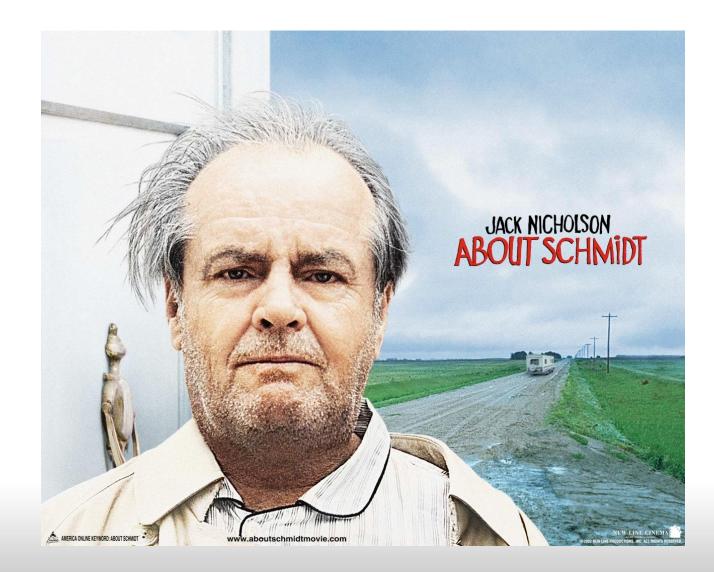


## Young-Old

| 2010 Rank    | Percent |
|--------------|---------|
| 1. Keya Paha | 14.0    |
| 2. Garfield  | 13.6    |
| 3. Garden    | 13.6    |
| 4. Loup      | 12.8    |
| 5. Blaine    | 12.3    |

Source: Drozd, David (5/17/11) UNO Center for Public Affairs Research







### Redefining old age... Oldest-Old (Neugarten)



Source: http://www.google.com/imgres?imgurl=http://xfinitytv.comcast.net/blogs/files/2010/05/Betty-White-SNL.jpg&imgrefurl=http://xfinitytv.comcast.net/

- Living alone (widowhood)
- Increase in the number of health issues (co and multi-morbidity), dementia
- May be concerned about retirement income
  - no longer working
  - outliving available resources
- Returning from a warmer climate
  - To be closer to family for support

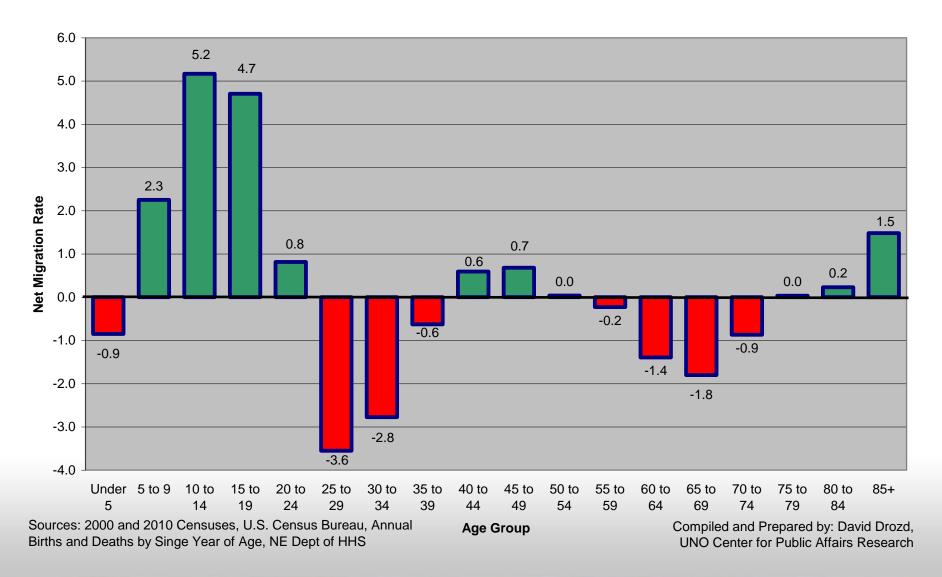
A fast growing segment of the population







#### Nebraska Net Migration Rate by Age during 2000 to 2010 timeframe Overall Net Migration Rate = 0.3





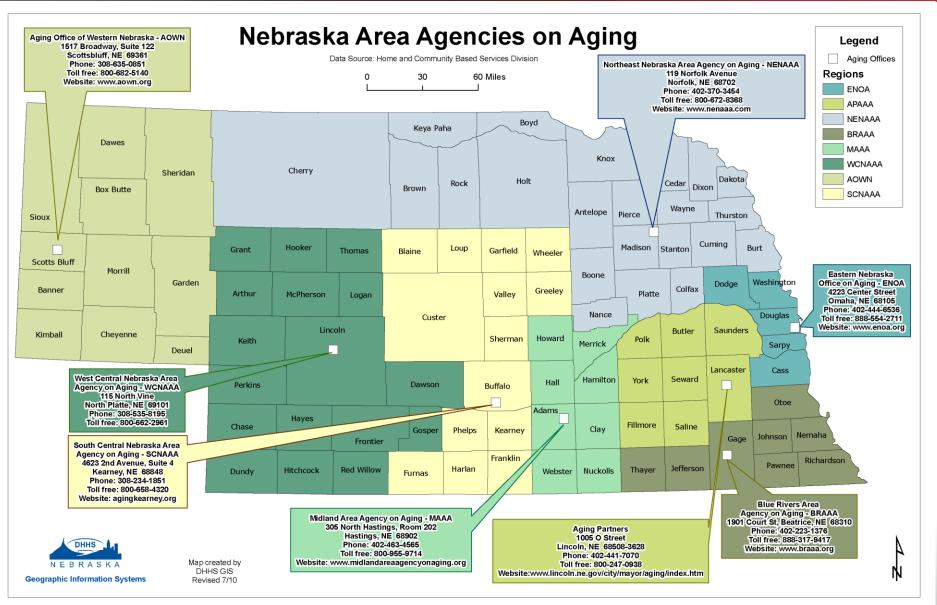
# Oldest-Old

| 2010 Rank   | Percent |
|-------------|---------|
| 1. Hooker   | 8.29    |
| 2. Thayer   | 5.57    |
| 3. Pawnee   | 4.98    |
| 4. Webster  | 4.96    |
| 5. Garfield | 4.78    |

Source: Drozd, David (5/17/11) UNO Center for Public Affairs Research

### A glimpse of the state



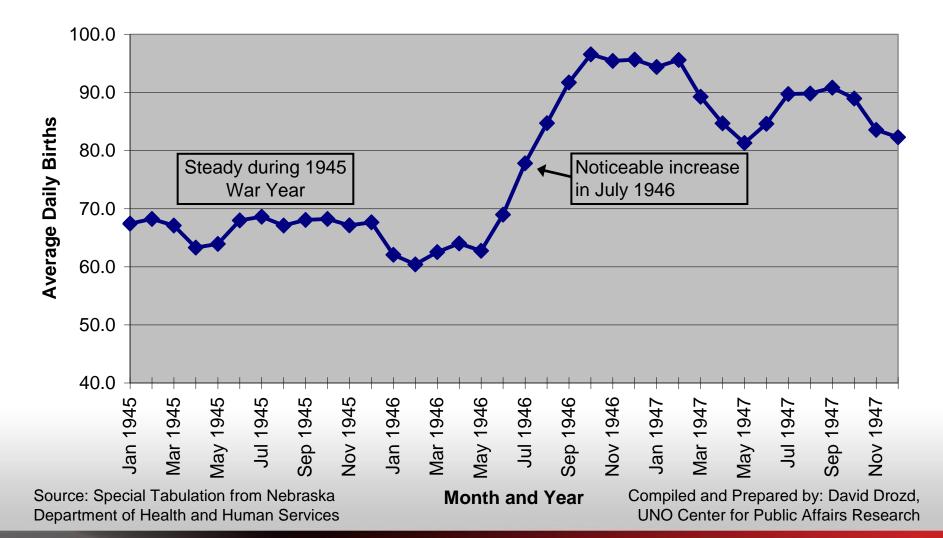


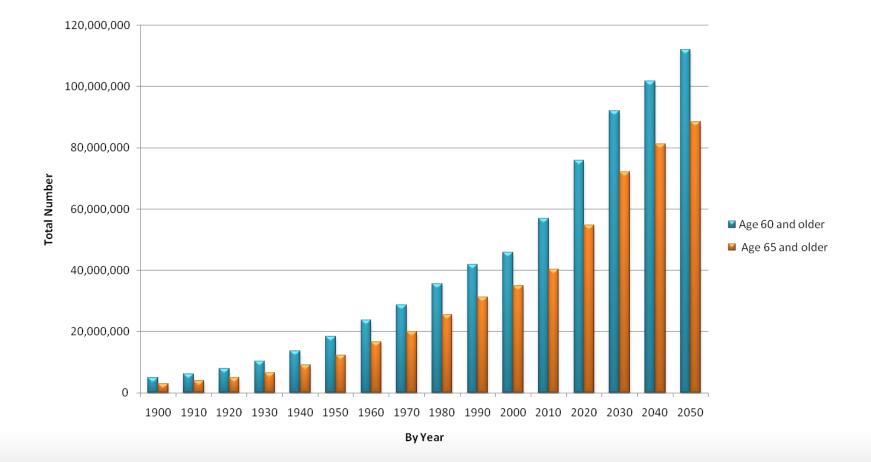




Nebraska Omaha

### Average Daily Births to Nebraska Residents: January 1945 to December 1947





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Source: US Administration on Aging



Life Expectancy

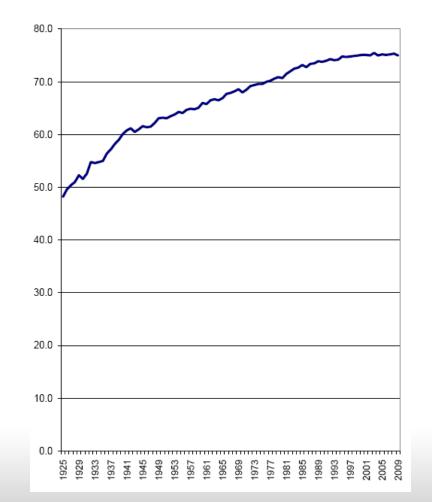
The average number of years a person is expected to live.

- In 1900 the average life expectancy was 45 (at birth) 60 is old\*
- In 2009, overall average life expectancy is 78.2 years (at birth) 60 is young\*

\* Sanderson & Scherbov, 2008 – Population Bulletin, NCHS August 2009, CDC – March 2011

### Age at Time of Death



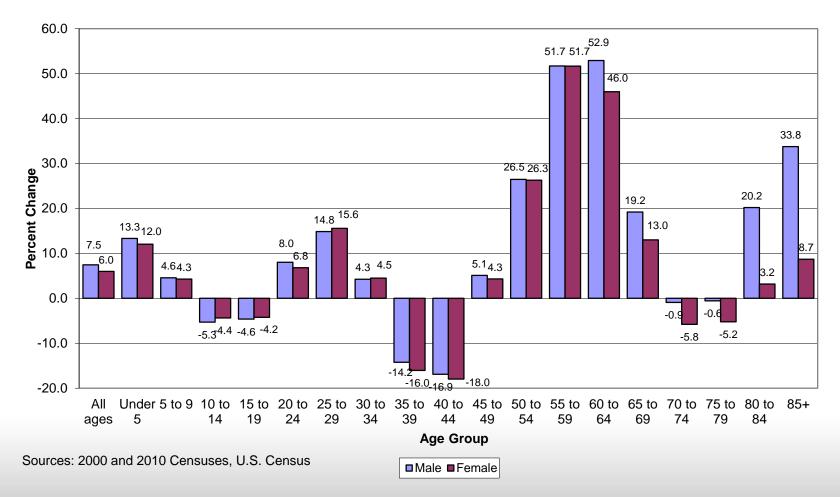


Graph 10: Average Age at Time of Death, 1925-2009

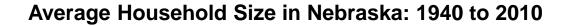
Source: 2009 Vital Statistics Report - Nebraska DHHS

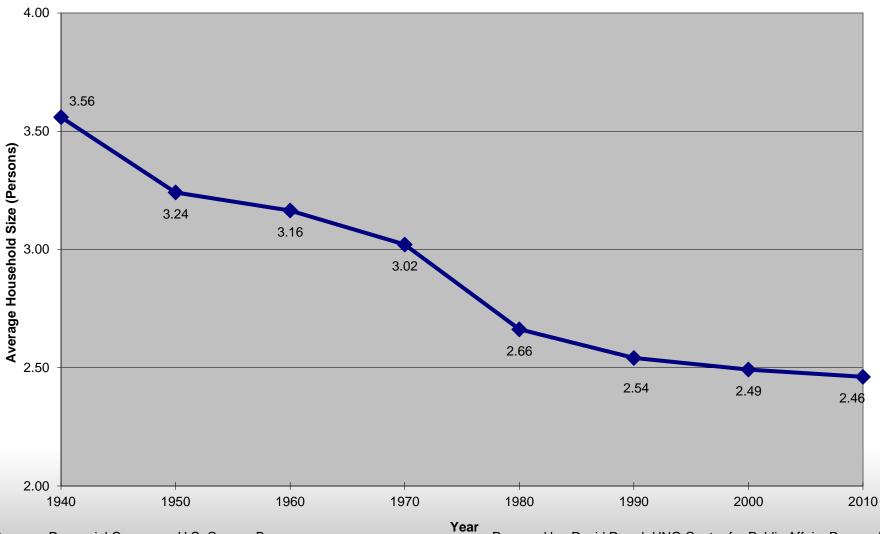










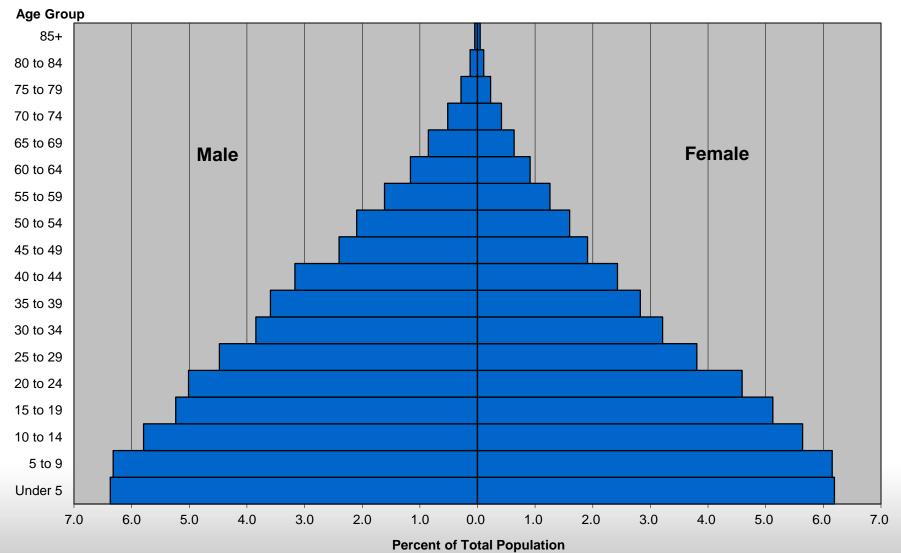


Sources: Decennial Censuses, U.S. Census Bureau

1900

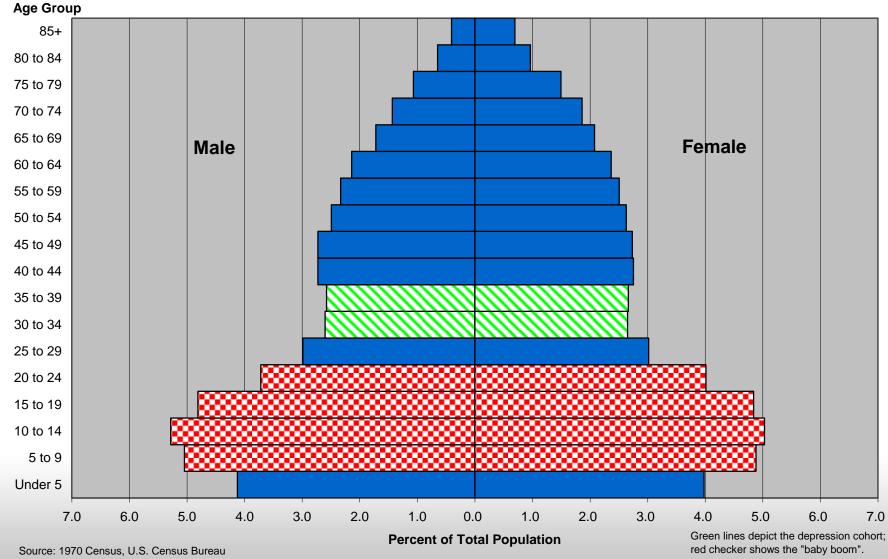


#### 1900 Nebraska Population by Sex and Five-Year Age Group



Source: 1900 Census, U.S. Census Bureau



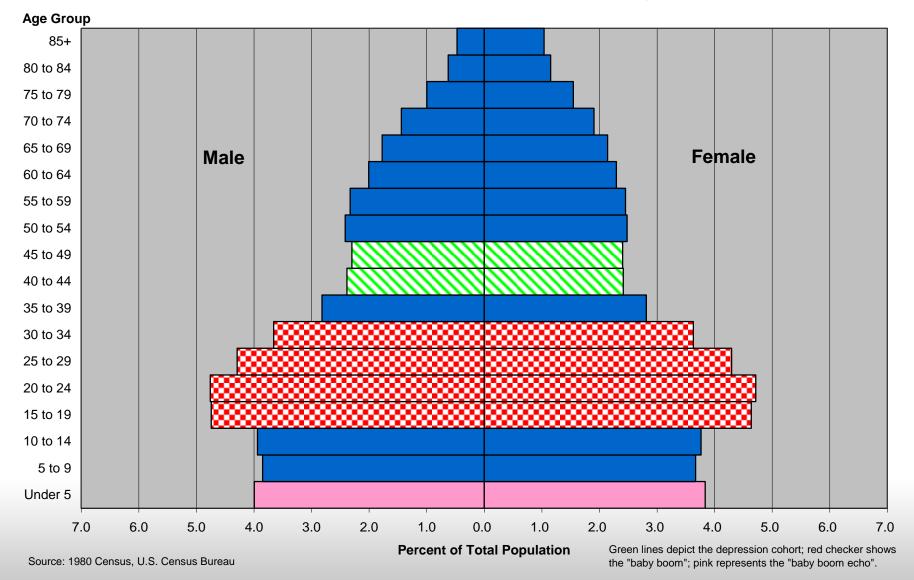


#### 1970 Nebraska Population by Sex and Five-Year Age Group

1980



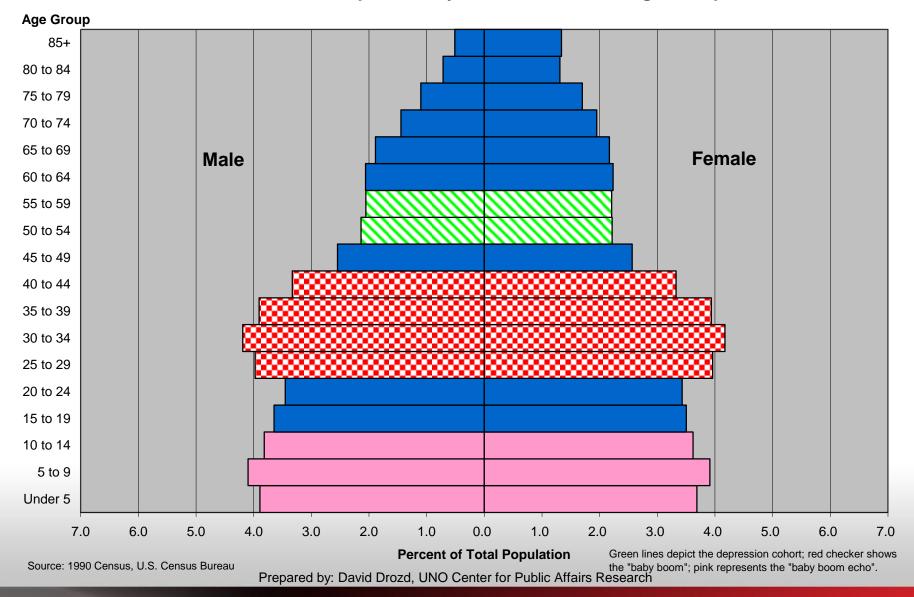
1980 Nebraska Population by Sex and Five-Year Age Group



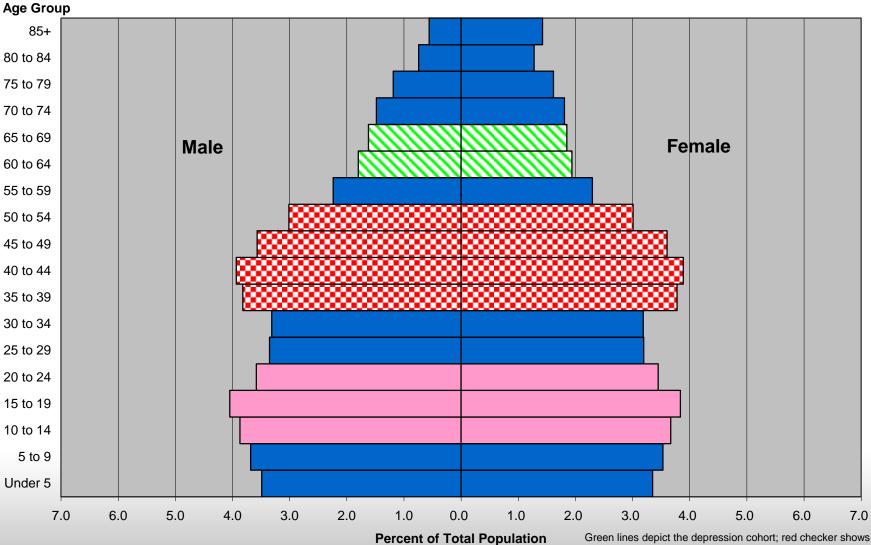
1990



#### 1990 Nebraska Population by Sex and Five-Year Age Group







2000 Nebraska Population by Sex and Five-Year Age Group

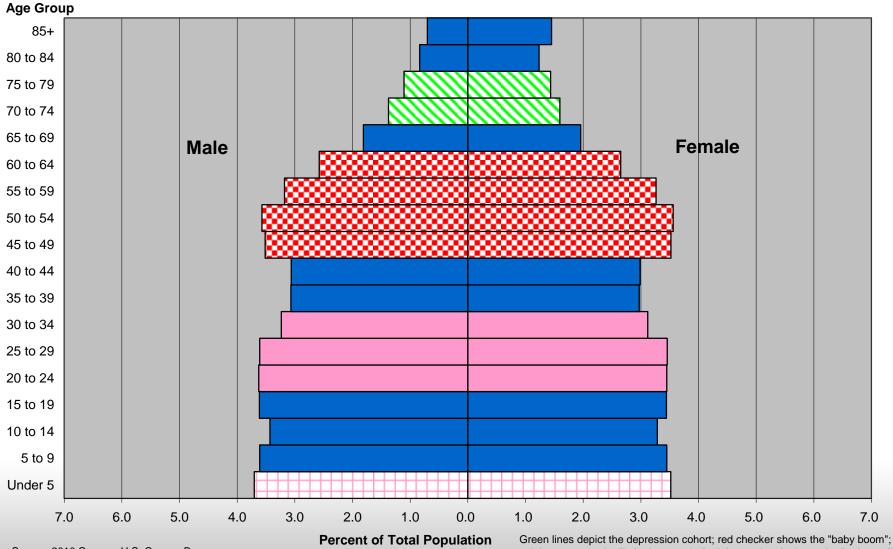
Source: 2000 Census, U.S. Census Bureau

the "baby boom"; pink represents the "baby boom echo".

2010



#### 2010 Nebraska Population by Sex and Five-Year Age Group

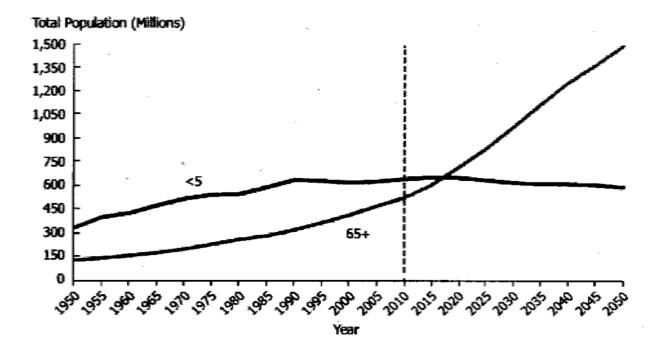


Source: 2010 Census, U.S. Census Bureau

pink represents the "baby boom echo"; pink crosshatch shows the "3rd wave"



#### World



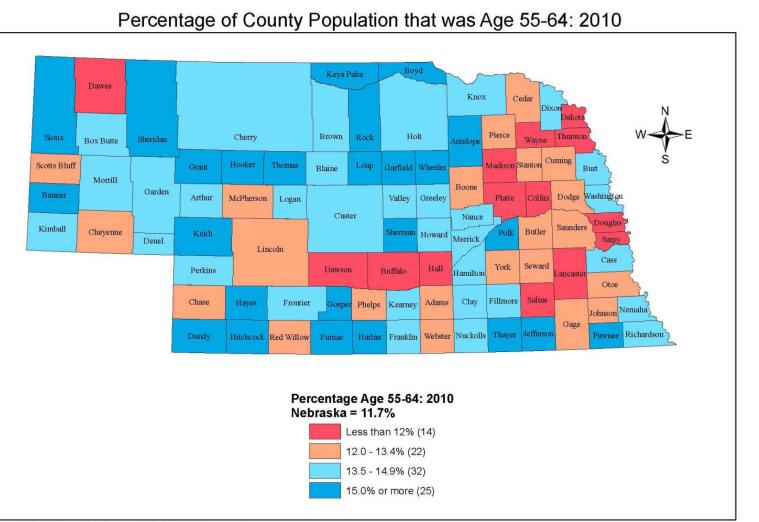
Source: Haub, C. (2011). World Population Aging: Clocks Illustrate Growth in Population Under Age 5 and Over Age 65. *Population Reference Bureau.* 

- Fastest growing demographic nationally and in Nebraska (55 – 64 YOA).
- Most overlooked age group.
- Greatest disposable income
- Unemployment rate of 6.2 %; compared to persons 20-24 years of age with a rate of 14.2 % and those 25-34 with a rate of 9.4 % (NYTimes, 5/13/2011)

### AARP and NASCAR - Connecting the Generations





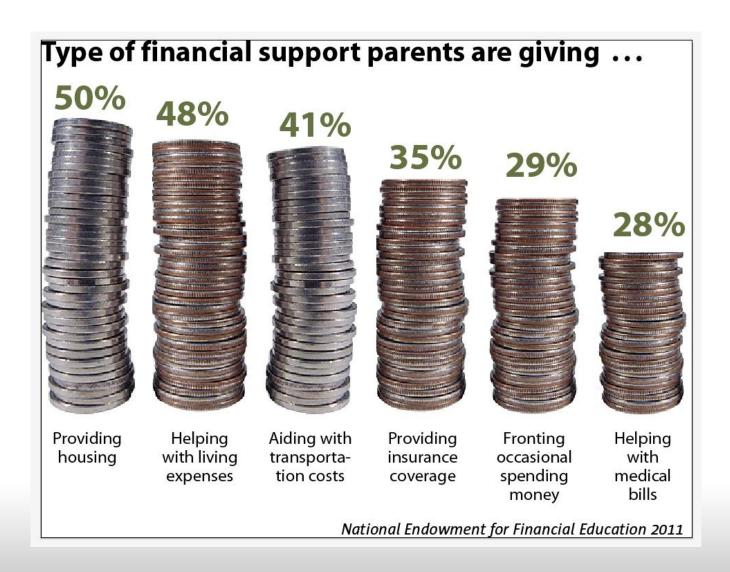


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Source: 2010 Decennial Census (DP-1), U.S. Census Bureau

Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - June 10, 2011





Source: National Endowment for Financial Education, May 26, 2011



# Reasons for giving financial support



**43%** Are doing so because they are "legitimately concerned" with their child's financial well-being

**37%** Have struggled in the past and do not want to see their children struggle the same way

**32%** Their children are worse off than they were when they left home

National Endowment for Financial Education 2011

Source: National Endowment for Financial Education, May 26, 2011

D Nebraska Omaha

- Ability of adult children to become caregivers?
- Are adult children saving for their own retirement?

 What about the parents – how are they saving for retirement if they are giving funds to their children?



- 3.9 million Americans care for a child only
- 48.9 million Americans care for adults only
- 12.9 million Americans care for a child & adult

 Many of these people will need assistance sometime in the future

Source: National Alliance for Caregiving, 2011



- 10 million baby boomers will have AD (1 in 8).
- In numbers....13.5 million people by 2050 will have AD in the U.S.
- By the age of 85, approximately 1 in 2 will have AD.
- The reality: AD is the 6<sup>th</sup> leading cause of death – heart disease, cancer, stroke declining
- AD kills more people than breast cancer and prostate cancer combined.



- In 2009, the cost of care 12.5 billion hours of unpaid care is provided by families to persons with AD
- Estimated value in 2009 = \$144 billion
- Cost of AD by 2050 = \$1.078 trillion
- For every \$100 spent on AD research there is \$25,000 spent on caring for a person with AD

Source: Alzheimer's Association (2011). Generation Alzheimer's: The defining disease of the baby boomers.

- Labor older worker? Need or want?
- Rethinking marketing strategy
- Availability of caregivers
- Aging prison population
- Design of roads educating civil engineers
- Changing face of aging the aging of the Latino population



Sandy Huffaker for The Wall Street Journal



